

BE OUR GUEST

Perfecting the Art
of Customer Service



Presents An Athenian Leadership Dialogue



Be Our Guest: Perfecting the Art of Customer Service

AUTHOR:	Disney Institute with Theodore Kinni	FACILITATOR:	Stephanie Smith, MMC
WHEN:	Monday, April 27, 2026 10:00 AM – 5:00 PM	WHERE:	Disneyland Hotel 1150 West Magic Way Anaheim, CA 92802
ABOUT THE BOOK	<p>Exceeding expectations rather than simply satisfying them is the cornerstone of the Disney approach to customer service.</p> <p>Disney Institute specializes in helping professionals see new possibilities through concepts not found in the typical workplace, is revealing even more of the business behind the magic of quality service. During the last twenty-five years, thousands of professionals from more than thirty-five countries and more than forty industries have attended business programs at Disney Institute and learned how to adapt the Disney approach for their own organizations. <i>Be Our Guest</i> highlights the successes many of these companies have achieved, plus the key processes and best practices that have made Disney a trusted and revered brand around the world for more than eighty-five years.</p> <p>Want more insight on The Walt Disney Company, its founder, and its driving creative forces? Explore these behind-the-scenes stories from Disney Editions:</p> <ul style="list-style-type: none"> • <i>Travels with Figment: On the Road in Search of Disney Dreams</i> (By Disney Legend Marty Sklar) • <i>One Little Spark! Mickey's Ten Commandments and The Road to Imagineering</i> (By Disney Legend Marty Sklar) • <i>Magic Journey: My Fantastical Walt Disney Imagineering Career</i> (By Kevin Rafferty) • <i>Travels with Walt Disney: A Photographic Voyage Around the World</i> (By Jeff Kurtti) • <i>Eat Like Walt: The Wonderful World of Disney Food</i> (By Marcy Carriker Smothers) • <i>Walt Disney: An American Original</i> (By Bob Thomas) • <i>Disney A to Z: The Official Encyclopedia, Fifth Edition</i> (By Disney Legend Dave Smith) • <i>Disney Facts Revealed: Answers to Fans' Curious Questions</i> (By Disney Legend Dave Smith) • <i>Disney Trivia from the Vault: Secrets Revealed and Questions Answered</i> (By Disney Legend Dave Smith) • <i>My Pride: Mastering Life's Daily Performance from Broadway's Record-Breaking Lion King</i> (By Alton Fitzgerald White) 		
ABOUT THE FACILITATOR	<p>Stephanie D. Smith, Director of Elections Services for Best, Best & Krieger, is a Master Municipal Clerk and has served on the Executive Board for the City Municipal Clerk's Association, most recently as President in 2018-2019. With 33 years' experience in municipal government, she has worked for the cities of Paramount, Perris, Lake Forest, and Murrieta before retiring from City employment and moving to the private sector, where she heads up the firm's Election Services division, providing Municipal Clerks with election advice and redistricting demographic and public hearing services. She holds a Bachelor's Degree in Management and is a 30th Anniversary Year graduate of the Advanced Leadership Program through Continuing Education for Public Officials (CEPO). She is also a graduate of the CEPO Training for Trainers Program. Stephanie is the author of over 100 published articles on a variety of topics, including workplace change initiatives, personnel issues, business management, work/life balance, and financial planning. Her first book, 'Values-Based Goal Setting: How to Dream Big and Live the Life You Were Meant to Live" was an Amazon #1 bestseller in the Vocational Guidance and Business & Money Short Reads categories.</p>		
FEE	\$150.00 for CMCA Members \$250 for Non-CMCA Members		
POINTS	Attendees are eligible for three (3) CMC/MMC points on completion of an assessment once approved by the IIMC.		